

L I L Y

ROUGH DRAFT DESIGN PROPOSAL

10 XL PADS

NIGHT TIME



10 XL Pads

30% more absorption

Sturdy wings

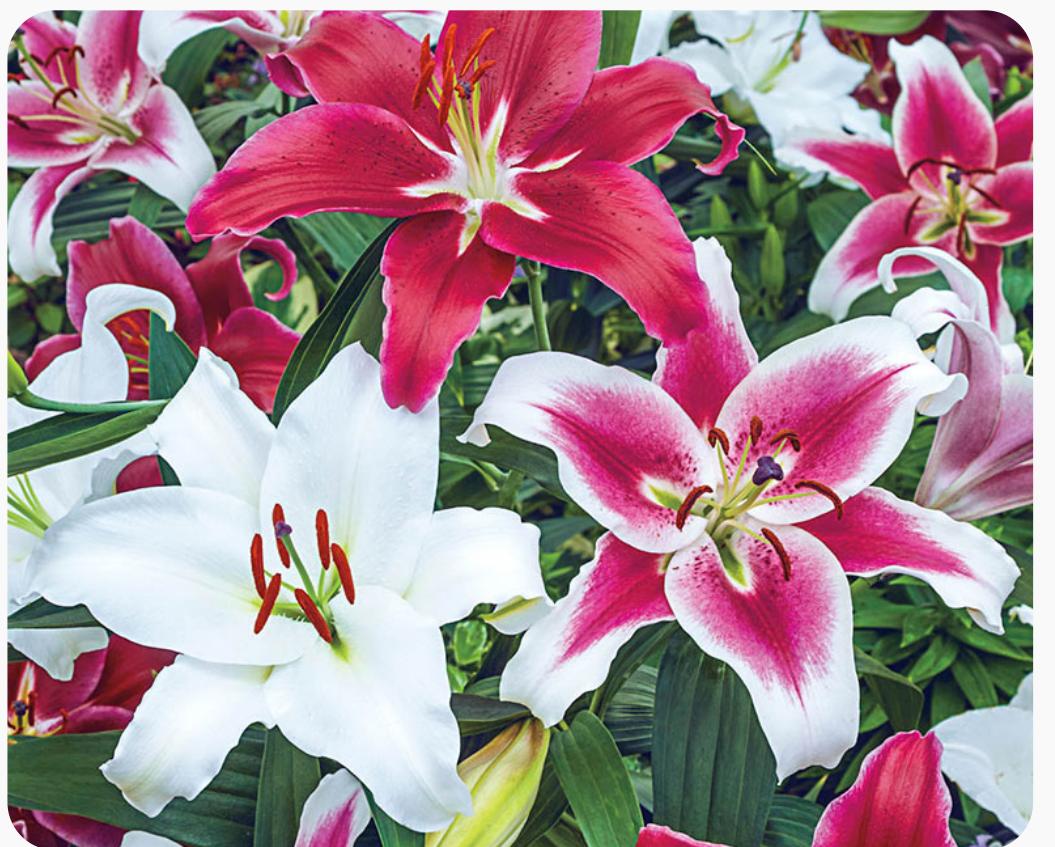
#1 Choice in India

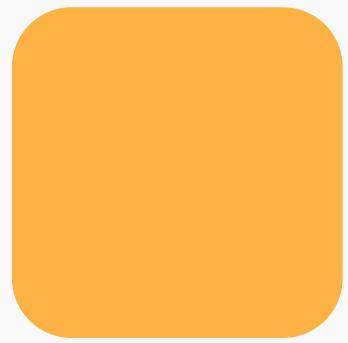


## LILY

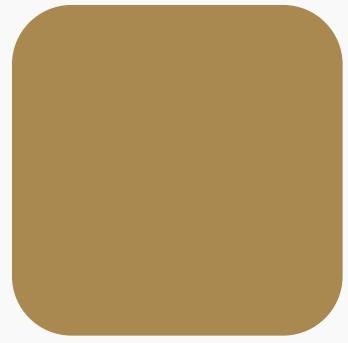
Lilies are a beautiful product of nature and so is the menstrual cycle.

By choosing a name that is nature-based and synonymous with “beauty”, we are slowly helping change the perspective people have towards periods.

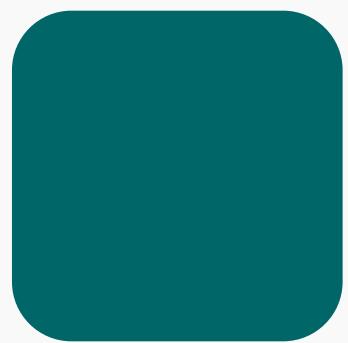




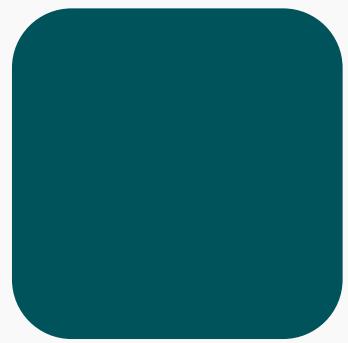
## COLOR SCHEME



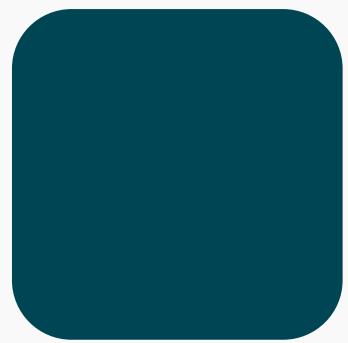
Gold is prominent color & symbol throughout India. It conveys luxury, holiness, and social status.

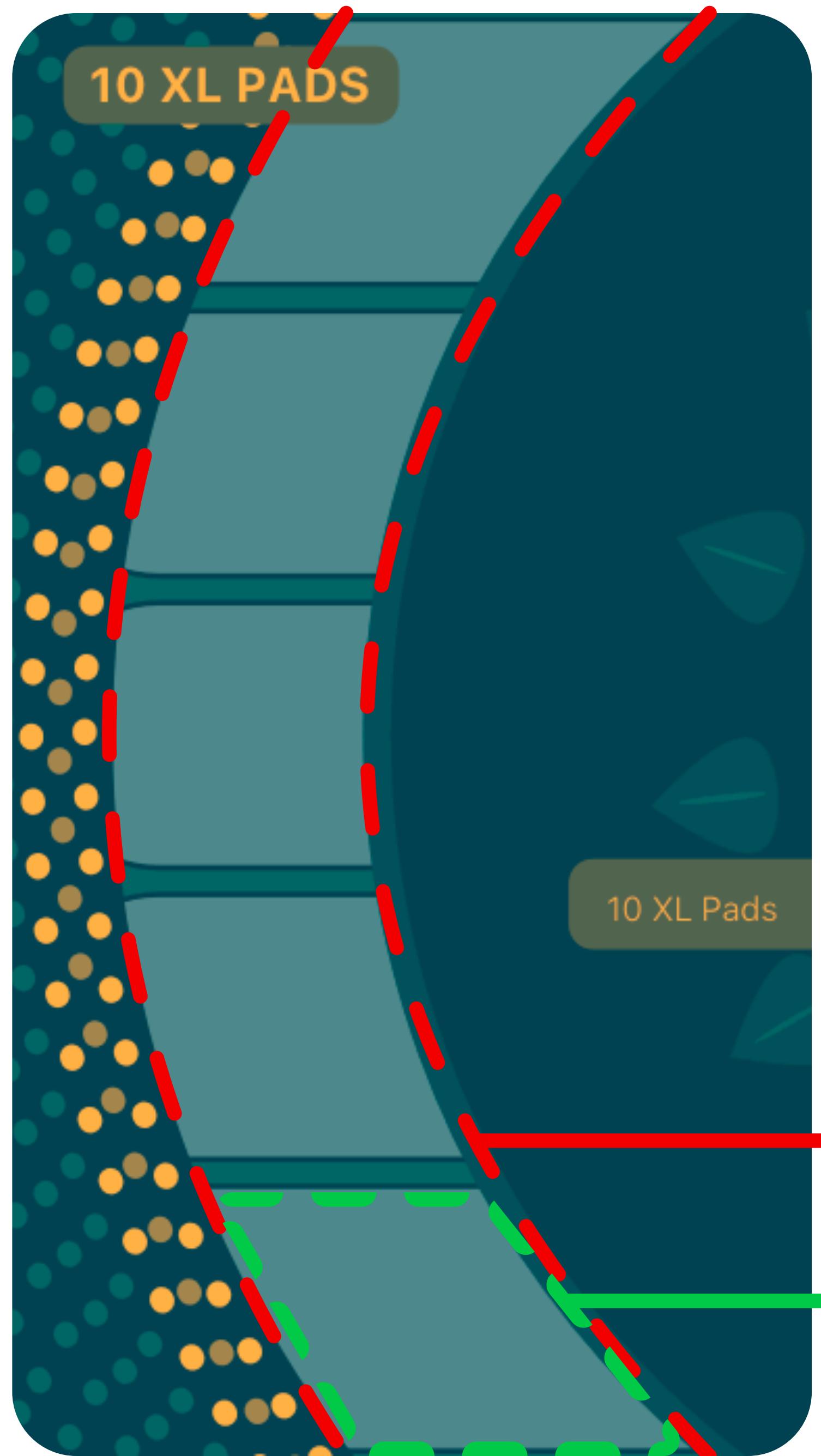


By adding gold to the packaging, we are representing the people behind the product (us) while also making the consumer feel they are buying a luxury product.



A primary goal of mine was to make the packaging not look like normal pad packaging. Often times, buying feminine products can cause embarrassment. If the packaging doesn't scream "PADS", consumers will feel more confident while making their purchase.





## WINDOW CUT OUTS

I've added window cut outs to the packaging as that is a pretty common design pattern amongst other pad products.

The benefit with this design is that the cutouts follow the visual design of the packaging so it provides value without sticking out.

Having the cut out on the box helps users visualize the thickness of the pad and in turn, helps them make a decision when trying to find the right pad.

**Plastic Window  
to view contents  
in the box**

**Pad inside of the  
box**